THE BLACK HISTORY POSTER
PROJECT

Commissioned by the DC Commission on the Arts and Humanities (DCCAH) in partnership with the DC Lottery Board (DCLB).

DCCAH and DCLB will be commemorating the 150th Anniversary of the Emancipation Proclamation through a commemorative poster to be distributed throughout the District in 2013.

REQUEST FOR PROPOSALS

Pursuant of an *Emancipation* themed Black History Poster, the partnering entities are commissioning a local Artist to create an *Emancipation* themed artistic design to be featured on the 2013 DC Lottery Black History Poster.

ABOUT DCCAH

The DC Commission on the Arts and Humanities (DCCAH) is responsible for providing grants, programs and educational activities that encourage diverse artistic expressions and learning opportunities, so that all District of Columbia residents and visitors can experience the rich culture of our city. One tool with which the agency accomplishes this goal is our DC Creates! Public Art Program (DC Creates!). This program is responsible for purchasing, commissioning and installing public art works throughout the District to cultivate dynamic, vibrant and nurturing communities through the use of art and design.

ABOUT DCLB

The DC Lottery Board (DCLB) is responsible for providing District residents with financial benefits through the sale of lottery products and support of charitable organizations pursuant to gaming regulations.

BACKGROUND OF THE PROJECT

The D.C. Lottery's annual Black History Poster was created in 1986. The poster is designed to heighten the awareness of people, events, and places in American history that are significant to the African American experience.

Traditionally, 20,000 to 25,000 calendars are printed each year. Posters are distributed to D.C. public schools, libraries, government agencies and officials.

PROJECT SUMMARY

The purpose of this Request for Proposals (RFP) is to commission an artist to create an Emancipation themed artistic design to be featured on the 2013 Black History Poster.

The Black History Poster will also feature an original "Emancipation" themed poem by DC's Poet Laureate, Dolores Kendrick as well as historical and educational content provided by a local historian.

The DC Lottery Poster collection can be viewed here

PROJECT DESCRIPTION

In commemoration of the 150th Anniversary of the Emancipation Proclamation an "Emancipation" themed poster will be created, printed and distributed throughout the city in 2013.

The 2013 Black History Poster will feature an original poem, artwork, historical and educational content that will further heighten the awareness of the African American experience in American history.

PROJECT GOALS

- Commemorate the 150th Anniversary of the Emancipation Proclamation through a commemorative poster.
- Heighten the awareness of people, events, and places in American history that are significant to the African American experience.
- Present original artwork, commissioned poem and historical content commemorating the 150th Anniversary of the Emancipation Proclamation.
- Produce a limited run of the fine art edition prints.

<u>DESIGN CRITERIA</u>

The artwork should:

- Be original and representive of the theme "Emancipation".
- Be sensitive and appropriate to the target audiences of D.C. public schools, libraries, government agencies, etc.
- Be reflective of the African American experience and heighten the awareness of the intended target audience.
- Be informative, inspirational and innovative.
- Create excitement and interest while honoring and commemorating the 150th Anniversary of the Emancipation Proclamation.
- Compliment the poster specifications (provided below).
- Further enhance the established Black History Poster Collection.

<u>POSTER SPECIFICATIONS</u>

Size	24" x 36"
Paper	7 pt. Warrenflo gloss cover or comparable

<u>ELIGIBILITY</u>

This commission is open to all Artists (age of 18 or older).
All artists must be practicing, professionals residing in the Washington DC Metropolitan Area.

<u>SCOPE OF SERVICES</u>

All **Applicants** will:

- Submit an application to include an:
  1. Application Form
  2. Cover Letter
  3. Resume (artist bios are not acceptable)
  4. Work samples and Annotated Image List
  5. 1 page Written Design Concept
  6. 2-d Schematic Design Concept
  7. References

Finalist will:

- Be awarded a $3,000.00 honorarium
- If necessary, revise the Design Concept and present to the DCCAH Board for final approval.
- Prepare and conduct presentations as necessary to receive approvals
- Maintain image ownership and copyright of the design concept.

SAMPLES OF PAST BLACK HISTORY POSTER

Year	Theme	Description	Poster
2004	The Pearl Incident	This historic event took place in Washington City (D.C.) in 1848 when 77 enslaved black men, women, and children attempted to escape to freedom aboard the vessel named Pearl.	
2006	From the Steel Mill to the Baseball Diamond, The Negro Leagues' Homestead Grays	This calendar highlights the achievements of one of the best Negro Leagues' teams, the Homestead Grays.	
2008	The Pathway to Change	Photos and text of notable Blacks in the political history of the United States leading to the election of our nation's first Black President, Barack Obama.	

The DC Lottery Poster collection can be found here

BUDGET
The total poster project budget is $20,000, which must include the artist, historian and poet honorariums and all costs associated with the production and documentation of the 2013 Black History Poster.

The selected Artist will be awarded a $3,000.00 honorarium

SELECTION PROCESS
DCCAH will convene an Artist Selection Panel, representing diverse interests and expertise, to review the qualifications and submitted proposals of artists who respond to this call. The Artist Selection Panel will recommend one (1) Finalist for the project.

The design proposal and the selection panel's final artist recommendation will be forwarded to DCCAH Board of Commissioners for review and approval. The approved artist will then enter into an agreement with DCCAH.

ARTIST EVALUATION CRITERIA
The artist must be a practicing professional artist
- Artistic and design excellence, innovation and originality as evidenced by representations of past work and other supporting material. The aesthetic sensibility the artist will be considered.
- The artist's work is judged to strengthen the District's collection of public artwork and the DC Lottery Board's annual poster collection.
- The artist's professional experience is adequate to meet the demands of the project.
- Assessed ability to meet project deadlines, and to perform work in a timely and professional manner.

OTHER REQUIREMENTS
The artist is required to present original artwork, maintain image ownership and copyright of their artistic design concept.

SUBMISSION DEADLINE
Friday, September 21, 2012
Submissions must be received by: 11:59PM

APPLICATION FORM

- If you prefer to type your information please see the attached format. Be sure to include your full Legal Name (and other Professional Name as applicable), address, ward number, daytime telephone number, email and website addresses.

COVER LETTER

- Describing how this project relates to your past work, and how you would approach the project if you were to be awarded the commission. This letter should not exceed one (1) page.

RESUME

- Current artistic resume highlighting your experience to include site-specific and public art commissions.

DESIGN CONCEPT

- 1 well written description of the proposed Black History Poster design concept. Description should include artwork title, materials and media used. The design concept should not exceed one (1) page.

2-D SCHEMATIC CONCEPT

- Create a 2-d schematic concept of the poster design that you are proposing. The 2-d concept should present a meaningful representation of the proposed artwork.

WORK SAMPLES

- Submit up to 10 DIGITAL images of previous artwork (minimum of 5 images).

  Digital images should be uploaded through the online application platform called SlideRoom and submitted as jpgs.

- Submit only "High" quality jpgs (do not use gifs, tiffs or other formats).
  Each file must be labeled with a number indicating the viewing order, followed by the artist's last name. The numbers must correspond to the accompanying Image List. Example: 01_Jones; 02_Jones. If using Mac OS 8 or 9 include a ".jpg" extension at the end of each image. Example: 01_Jones.jpg.
- Do not embed images into PowerPoint or submit moving image or audio files.

ANNOTATED IMAGE LIST

- A complete list of images that include a corresponding image number, title, medium, dimensions, description, date of work, location and budget. The numbers must correspond to the accompanying work samples.

REFERENCES

- Provide a list of three (3) professional references that have an intimate knowledge of your work and working methods. The list must include physical and email addresses and telephone numbers.

Artists interested in applying to the Black History Poster Project must prepare and submit all requisite materials to slideroom through the link http://dcarts.slideroom.com by the September 21st deadline.

In order to access the application portal, all applicants will first be prompted to create a SlideRoom account (at no cost). Once logged into the newly created account, applicants will be allowed to submit all materials outlined above in this Call to Artists.

SlideRoom will allow applicants to save incomplete applications and return to them for completion until **11:59PM on the September 21st deadline**. Any incomplete submissions at that time will be disqualified.

The cost for each application ranges between $5 and $10 (dependent on the number of uploaded images) and is payable online at the end of the SlideRoom application.

PROJECT SCHEDULE

August 24, 2012 Friday	Call to Artist Issued
September 4, 2012 Tuesday	Commissioned Poem Deadline
September 21, 2012 Friday	Call to Artist Deadline
October 5, 2012 Friday	Historical Content Deadline
October 12, 2012 Friday	Artist Selection Panel
October 26, 2012 Friday	Announcement of Final Artist
October 31, 2012 Wednesday	Final Artwork Deadline
November 2012	Begin Graphic Production
November/December 2012	Poster Production & Printing
January 2013	Poster Distribution

APPLICATION CHECKLIST

Please ensure that the following items are uploaded to SlideRoom by the deadline date.

_____ APPLICATION FORM

_____ COVER LETTER

_____ RESUME

_____ WRITTEN DESIGN CONCEPT

_____ 2-D SCHEMATIC DESIGN CONCEPT

_____ WORK SAMPLE

_____ ANNOTATED IMAGE LIST

_____ REFERENCE

THE BLACK HISTORY POSTER PROJECT

APPLICATION FORM

_____

Legal Name

_____

Professional Name (if applicable)

_____

Address

_____

City   State   Zip code   Ward#

_____

Daytime Phone

_____

Email Address   Website

_____

Applicant Signature   Date

ANNOTATED IMAGE LIST

Image numbers must correspond to the accompanying work sample number.

1. Title:
   Description:
   Location:
   Materials/Media:
   Dimensions:
   Year:
   Budget/Price:

2. Title:
   Description:
   Location:
   Materials/Media:
   Dimensions:
   Year:
   Budget/Price:

3. Title:
   Description:
   Location:
   Materials/Media:
   Dimensions:
   Year:
   Budget/Price:

4. Title:
   Description:
   Location:
   Materials/Media:
   Dimensions:
   Year:
   Budget/Price:

5. Title:
   Description:
   Location:
   Materials/Media:
   Dimensions:
   Year:
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6. Title:
   Description:
   Location:
   Materials/Media:
   Dimensions:
   Year:
   Budget/Price:

7. Title:
    Description:
    Location:
    Materials/Media:
    Dimensions:
    Year:
    Budget/Price:

8. Title:
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    Year:
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9. Title:
    Description:
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    Dimensions:
    Year:
    Budget/Price:

10. Title:
    Description:
    Location:
    Materials/Media:
    Dimensions:
    Year:
    Budget/Price: